



VILLANOVA
UNIVERSITY

Villanova University
Professional Education
Certificate Programs
2007 - 2008 Catalog

ROI Methodology

Certificate Program

Exclusively
Available from
Villanova University
Online!



VILLANOVA
UNIVERSITY

VILLANOVA UNIVERSITY

Villanova University, a coeducational Roman Catholic institution founded in 1842 by the priests and brothers of the Order of St. Augustine, welcomes students of all faiths. The university consists of five colleges: The College of Liberal Arts and Sciences, The School of Business, The College of Engineering, The College of Nursing and The School of Law. It is the oldest and largest Catholic university in the commonwealth of Pennsylvania.

For more than a decade it has been ranked by *U.S. News & World Report* as the #1 University in the North (Master's Division). *BusinessWeek* has ranked the undergraduate business school #19 in the nation.

Villanova University offers a variety of online certificate programs in various disciplines: Project Management, Six Sigma, Contract Management, IS Security, Business Analysis, Software Testing, Human Resources, ROI Methodology, Leadership, and Finance and Accounting for the Non-Financial Manager.

Hurry! Monthly Classes Fill Quickly.

- 800-441-5617
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Earn Prestigious ROI Certification Online!

EVALUATE YOUR BUSINESS DECISIONS WITH THE PHILLIPS ROI METHODOLOGY™

Without proper measurement and evaluation, you'll never be able to prove the effectiveness of your HR and training programs. Fortunately, Villanova University can teach you how to demonstrate monetary benefits and justify business decisions by using the Phillips ROI Methodology™, a step-by-step system that measures the ROI in programs, processes and initiatives.

Through a proven combination of planning, data collection, data analysis and reporting, you'll learn the secrets of justifying human capital and other resources in your budgets. Numerous organizations have used the Phillips ROI Methodology™ to measure the effectiveness of their programs, often paving the way for significant growth. Progressive Insurance, for example, quadrupled its training budget in four years!

EXPAND YOUR KNOWLEDGE AND EARNING POTENTIAL

In just three courses you can earn your master certificate and industry-recognized ROI certification – increasing your salary potential and career opportunities!

As the global leader in ROI methodology, the ROI Institute has taught professionals from more than 2,000 top organizations how to:

- Show business contributions for their solutions
- Earn the respect and support of senior management
- Eliminate inefficiencies and improve processes
- Identify programs that need to be redesigned or eliminated

ABOUT THE ROI INSTITUTE

Founded by Drs. Jack and Patti Phillips, the ROI Institute™ is a research, benchmarking and consulting organization that provides workshops, publications and consulting services on the Phillips ROI Methodology™. This balanced approach to measurement and evaluation includes techniques to isolate the effects of the program or solution, to convert data to monetary values, and to identify and deal with intangibles.

The ROI certification is a comprehensive process for developing competencies in performance measuring and evaluating workplace:

- Reaction
- Learning
- Application
- Impact
- Return on Investment
- Intangible Measures

The Phillips ROI Methodology™ is the only methodology selected by the American Society of Training & Development (ASTD) for its workshops.



ENHANCE YOUR PROFESSIONAL CREDENTIALS

Want greater career mobility, higher earning potential and renewed personal satisfaction? Earn your ROI master certificate and ROI Institute certification as a certified ROI Professional (CRP), which show that you care enough about your professional skills to keep them current. It's your career guarantee – tangible proof that you've mastered your profession.



ADVANCED CERTIFICATION

Figure 1

Your master certificate leads to certification from the ROI Institute.

Essentials of ROI Methodology



Mastering ROI Methodology



Advanced ROI Methodology



**MASTER CERTIFICATE
IN ROI METHODOLOGY**

ROI INSTITUTE™

Recent advances in technology and communications have dramatically increased the rate of change in today's business world. These same advances have also made it possible to keep pace through innovative online education programs such as the Master Certificate in ROI Methodology. Whether you're a CEO, an aspiring manager or anyone in between, this master certificate program can help you keep your business skills sharp, your credentials current and your career moving in the right direction.

Program Benefits

- Discover how to prove the effectiveness of your HR and training programs
- Learn to demonstrate monetary benefits and justify business decisions using the Phillips ROI Methodology™
- Enjoy lifetime membership in the ROI Institute, including exclusive access to the ROI Institute web site (ROIinstitute.net).
- Earn certification from the ROI Institute after completing and submitting your impact study to the ROI Institute.

Who Should Enroll?

This human capital measurement series is ideal for professionals who need to maximize corporate resources by understanding the return on every dollar spent. It's particularly helpful to HR professionals, training managers, technology teams, organizational development personnel and others wanting to develop a performance-based assessment and analysis process.

EXPERIENCE AN UNMATCHED ONLINE CLASSROOM

Villanova's online classroom is dynamic, interactive and multimedia driven. Instant messaging and shared virtual white boards allow you to interact with classmates and faculty in real time. And two-way voice over IP is a great personal touch for students who prefer to communicate via voice to ask questions or discuss weekly assignments.

Communicating with professors during virtual office hours and viewing leading industry experts via streaming video make learning faster than in the traditional classroom setting. You'll do everything online in your own time, so you can work full time and continue your education.

UNPARALLELED FEATURES

- Virtual classroom provides two-way voice over IP with instant messaging and shared whiteboard features
- Professor-led classes through online streaming video
- Chat rooms and message boards for rich, real-time interaction with professors and students alike
- Ability to study anytime, anywhere
- No required login times – 24/7 access
- Multimedia access – not a book-in-a-box, go-it-alone program

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MEASURE RESULTS, MAXIMIZE SUCCESS!

This comprehensive online series teaches you proven techniques for aligning programs to business needs, justifying and defending budgets, enhancing design and implementation, identifying inefficient programs that require redesign or elimination, and pinpointing success programs to implement in other areas.

Essentials of ROI Methodology

In this eight-week session you will learn how to measure ROI using the exclusive Phillips ROI Methodology™. Using this methodology contributes to the financial well-being of the entire organization by ensuring that time and money are invested in ways that benefit the business.

What You'll Study:

Why ROI?

- Activity-based vs. results-based evaluation
- Emerging views of human capital
- Setting investment levels

Overview of ROI Methodology

- ROI Evaluation objectives and planning
- Converting data to monetary value
- Identifying intangibles

Initial Analysis and Planning

- Linking needs assessment with evaluation
- Developing objectives
- Completing the data collection and ROI analysis plan
- Completing the plan

Case Study

- Data collection & ROI Analysis
- How to make evaluation work
- The business case for Emotional Intelligence (EI)

Mastering ROI Methodology

The midway point of Villanova's master certificate program, this eight-week session builds on *Essentials of ROI Methodology*, focusing on how to collect reliable data to use in ROI measurement.

What You'll Study:

Data Collection

- Issues and levels
- Survey, questionnaire and interview design
- Validity and reliability
- Action plans and performance contracts

Isolation

- Trend line analysis
- Forecasting and data credibility

Converting Data to Money

- Hard vs. soft data
- Data conversion steps
- Standard values and estimates & when not to convert

Tabulating Costs and Calculating ROI

- Cost categories & overhead allocation and cost estimates
- Calculating BCR, ROI, and payback periods
- Proper use of ROI

Advanced ROI Methodology

This eight-week session in the ROI certification program provides advanced details on the use and implementation of the Phillips ROI Methodology™.

What You'll Study:

Reporting Results

- Communicating data from ROI impact studies
- Identifying and analyzing audiences
- Matching communication methods to needs
- Creating scorecards and using data to drive improvement

Implementation

- Putting ROI methodology to practice
- Sustaining the methodology and building management support
- Gaining value over the long term

Forecasting

- Projecting values
- Predicting results during implementation
- Ensuring program accountability

Statistics

- Making the process work more efficiently and credibly
- Basic calculations
- Techniques to ensure statistically sound results



ROI INSTITUTE ONLINE TRAINING PROFESSIONALS

The ROI Methodology is taught by ROI Institute training professionals who have helped thousands of companies. They bring a wealth of knowledge and real-world experience to instructional development and delivery.

Holly Burkett, CRP

Holly Burkett is a Senior Consultant with the ROI Institute and a Certified ROI Practitioner. As an internal and external consultant, she has more than 20 years of experience helping public and private sector organizations design and measure a wide range of performance improvement initiatives. Ms. Burkett earned her Master's in Human Resources and Organization Development from the University of San Francisco and is currently pursuing a doctoral degree in Human Capital Development.

Ted Garnett, CRP

Ted Garnett is a Senior Consultant with the ROI Institute and a Certified ROI Practitioner. He founded Performance Resources Consulting, LLC (PRC), a business improvement consulting firm. He has more than a decade of experience consulting with a wide range of organizations, from small businesses to Fortune 500 companies. He is certified by the National Society for Human Resources Management in Employment Law and ERISA Benefits/COBRA Administration. Mr. Garnett holds a BA Degree in Human Resources and Business Communications from the University of Northern Iowa.

Alice Williams McGrath, SPHR, CFCC

Alice McGrath has extensive experience as an HR executive, senior manager and consultant, having held positions in human resource policy, management and operations in both the private and public sectors. She is President of McGrath HR Associates, LLC, an HR consulting company whose clients include the American Institutes for Research, GSA, Tulane University, Department of the Navy and U.S. Marine Corps. A Partner in the ROI Institute, McGrath is an honor graduate of the University of Georgia with an MA in Business Administration in Human Resources Management and a BBA in Industrial Relations.

Jack J. Phillips, PhD

Jack J. Phillips is Chairman of the ROI Institute and provides consulting services for Fortune 500 companies. Dr. Phillips is the author or editor of more than 30 books and more than 100 articles. He has more than 27 years of corporate experience in the aerospace, textiles, metals, construction materials, and banking industries. His background in training and HR led him to develop the Phillips ROI Methodology™, a revolutionary process that provides bottom-line figures and accountability for all types of training, performance

improvement, human resources, and technology programs. He earned his Master's Degree in Decision Sciences from Georgia State University, and a PhD in Human Resource Management from the University of Alabama.

Patti P. Phillips, PhD

Patti Phillips is President of the ROI Institute. The author and editor of a number of books on the subject of accountability and ROI evaluation, Dr. Phillips has implemented the Phillips ROI Methodology™ in private and public sectors, as well as non-profit organizations around the world. She spent 13 years working for a large electric utility; during that time she helped establish Marketing University, a learning environment to support the needs of sales and marketing representatives. She is certified in ROI evaluation and has been awarded the designation of Certified Performance Technologist. Dr. Phillips earned a BS in Education from Auburn University, a Master's in Public and Private Management from Birmingham Southern College, and a PhD in International Development from the College of Business and Economics at The University of Southern Mississippi.

Ron D. Stone, CRP

Ron Stone is a Senior Vice President with the ROI Institute. He provides consulting services in performance improvement, linking training to organization business measures, designing training for results and ROI, measurement and evaluation strategies, and establishing results-based policies and practices. He has more than 30 years of experience in engineering, economic development, human resource management and training. Mr. Stone has worked with Fortune 500 and government clients as well as managers of business units, workforce teams, union leaders and members, supervisors, company CEOs and executives.

Lizette Zuniga, PhD

Lizette Zuniga is a Senior Partner with the ROI Institute, Inc. Dr. Zuniga has served as both an internal and external consultant for Fortune 500 companies around the world. Her academic contribution includes serving as an adjunct professor for a major university, teaching Adult Learning Theory & Practice and Presentation Skills. She holds a Master's Degree in Psychology from Georgia State University, and a PhD in Leadership and HRD from Barry University.



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The Nation's Leading Universities Online

With more than 300,000 enrollments since its inception, the University Alliance Online is the nation's largest exclusive e-learning provider of degree and certificate programs from accredited universities. The University Alliance includes: Villanova University, University of Notre Dame's Mendoza College of Business, Tulane University's Freeman School of Business, Thunderbird School of Global Management, University of South Florida, Regis University, Florida Institute of Technology, The University of Scranton and Jacksonville University.

The University Alliance works with leading universities to transform their classroom curricula into dynamic online programs that offer you optimal learning experiences.

One simple call connects you to the broad range of benefits offered by the University Alliance. You will be assigned a program representative who serves as your contact for non-academic issues – answering questions about financial aid, helping you enroll in the next class and more. Technical support personnel and other professionals are also easily accessible every step of the way.

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CERTIFICATE PROGRAM TUITION

Master Certificate

Take all three sessions and receive your Master Certificate in ROI Methodology and certification as a Certified ROI Professional (CRP) from the prestigious ROI Institute Online (requires completion of a project).

Master Certificate in ROI Methodology

Essentials of ROI Methodology	\$1,980
Mastering ROI Methodology	\$2,280
Advanced ROI Methodology	\$2,280
TOTAL	\$6,540
Master Certificate in ROI Methodology	\$5,995

Continuing Education Units (CEUs): Earn 5.0 CEUs for Essentials of ROI Methodology and Mastering ROI Methodology. Earn 6.0 CEUs for Advanced ROI Methodology.

Professional Development Units (PDUs): Earn 50 PDUs for Essentials of ROI Methodology and Mastering ROI Methodology. Earn 60 PDUs for Advanced ROI Methodology.

ACE Recommendation: The American Council on Education (ACE) has recommended three undergraduate credit hours for each course.

WHAT TYPES OF DISCOUNTS AND ASSISTANCE ARE AVAILABLE?

Tuition Assistance

Many companies provide tuition assistance to help employees enhance their skill base and advance their education. Consult your HR department and your tax advisor for more information.

Career Training Loans

SLM Financial®, a Sallie Mae® company, offers a comprehensive, flexible, low-cost loan product specifically designed to help working adults who enroll in an accredited distance-learning undergraduate, graduate or certificate-granting program. The Career Training LoanSM, with its quick application and approval process, will have you ready to enroll in the next available session. For more information on the Career Training Loan, contact your program representative today or fill out an online application at slmfinancial.com.

Military Discount

Special discounts are available for active U.S. military servicemembers.



CORPORATE PROGRAMS

Unleash the Power of Your Organization

Establish a corporate training program today, and begin to see positive results in your organization immediately!

What You'll Get

A well-educated workforce equals corporate success. Along with saving your company valuable time and money, you'll provide your employees with the opportunity to learn the necessary skills to lead improvement initiatives that result in measurable sales growth, economic value, customer satisfaction and retention, and employee satisfaction and motivation. These skills will help increase your bottom line and create a streamlined work environment.

Start with a Pilot Program!

Register a group of your employees in one of our classes, and see how the newly acquired knowledge increases productivity and impacts your bottom line. The pilot program offers the following services to the organization:

- Special corporate pricing
- A unique online session with one of our experts to "kick-off" the course
- A survey of employees after class to ensure quality and satisfaction
- An end-of-course review with corporate managers
- All employees will be in the same online class

"One of the issues with our training programs was properly measuring their return on investment. If I was going to improve performance, I needed a way to measure performance. Now that I've studied the Phillips ROI Methodology™, I look forward to integrating it with the workflow of our company, as it will provide benefits on many levels."

*David Kelly, 1st Vice President of Employee Development
New York Community Bancorp*

Guarantee your staff's success with ROI training from Villanova University! Getting started is easy. Contact us today for complete details.

A DIVERSE NETWORK

The University Alliance provides corporate education for these prominent firms, including:

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- Exxon
- General Dynamics
- General Electric
- General Motors
- Groton Utilities
- Halliburton
- HP
- IBM
- Ingersoll-Rand
- Intel
- Lockheed Martin
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